

*The*  
**POWER**  **OF PINK**

*11<sup>th</sup> Annual Event*

**2022 EVENT SPONSORSHIP OPPORTUNITIES**

**The Power of Pink** is the major annual fundraising event for **Breast Care for Washington (BCW)** to support our breast health services for uninsured, underinsured, and underserved people in the Washington DC Metro area. Founded in 2011 by Karen Beam Leder in recognition of her sister Jill, a two-time breast cancer survivor, The Power of Pink raises funds through fitness and wellness programming that promotes whole body health.

**100% of all funds go directly to support our breast health services** for those most in need in our region.

**Approximately 150 individuals participate in The Power of Pink** each year to celebrate the power of health, wellness, friendship, community, and giving back to those in the greatest need.

**Health care services funding has never been more critical.** Grappling with health and economic barriers imposed by COVID-19 on top of day-to-day struggles, the Washington DC Metro area's most vulnerable populations are facing higher hurdles than ever before. Many have postponed getting their annual screenings because of safety concerns during COVID-19. Now more than ever, we need to reach these patients. Early detection will save lives. Your support directly supports our breast health services in meeting this objective.

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Hosted during Breast Cancer Awareness Month, this year's 11<sup>th</sup> Annual The Power of Pink event will take place **in person on Thursday, October 13, 2022**, at Equinox Bethesda, 4905 Elm Street, Bethesda, MD, 20814. The day will kick off with a virtual yoga class with Karen Leder at 8:30 am, then fitness classes starting at 11 am at Equinox. At 10:30 am is Pumpkin Decorating at the Edgemoor Club, followed by a luncheon, program, and silent auction at Spanish Diner in Bethesda, MD, where participants will hear messages from The Power of Pink Founder and Chair Emeritus Karen Leder and Breast Care for Washington President and CEO Angela Warner. Laura Evans will return as the Emcee of the event.



## The Power Of Pink's Transition – the 11<sup>th</sup> Annual Event

### *Kicking Off the Next 10 Years Of Breast Health Services Funding*

This year's The Power of Pink kicks off the transition to being the major annual fundraising event for **Breast Care for Washington**, the sole beneficiary. Karen Leder founded, nurtured, and grew The Power of Pink that became a critical funding support for BCW. In her generosity and with an eye toward the future, Karen saw that tying The Power of Pink to BCW's mission was the best way to continue her goals. The 11<sup>th</sup> Annual The Power of Pink will be **Thursday, October 13, 2022**.

In-person classes will be at Equinox Bethesda, all at 11 am: tabata, spin, yoga, and treadmill. Karen Leder will lead a virtual yoga class at 8:30 am. In addition, a pumpkin decorating class will be held at the Edgemoor Club in Bethesda, 10:30-11:45 am. A luncheon and program in Bethesda will follow the classes at 12 pm where Laura Evans will emcee again.

Individual tickets are \$230 each—the cost of providing one woman with breast education, a clinical breast exam, a mammogram, and patient navigation services. Register and purchase your ticket, donate, or sponsor the event [here](#), or **see page 7** for more information on event sponsorship opportunities.

**8:30–9:30 am**

Virtual Yoga Sculpt with Karen

**10:30-11:45 am**

Pumpkin Decorating with Debbie

**11 am–12 pm**

Tabata, Spin, Yoga, Treadmill  
(Equinox Bethesda)

**12-2 pm**

Luncheon, Program, Auction  
(Spanish Diner, Bethesda)



## **BREAST CARE FOR WASHINGTON**

*Washington, DC*

Breast Care for Washington (BCW) aims to reduce breast cancer mortality in the Washington, DC, area by promoting access to breast cancer screening, diagnostics, and referrals to treatment for all regardless of their ability to pay. Since 2014, BCW has performed over 9,000 breast screenings and detected over 85 cases of breast cancer. The main location in Ward 8 of the District, offers screening and diagnostic mammography using state-of-the-art 3D technology, breast ultrasounds, minimally invasive biopsies, and patient navigation services. The mobile program has expanded the ability to bring mammograms to an even greater population where they live and work. A future goal of BCW is to add more comprehensive technological services to the mobile unit so that patients may have real-time assessment of their screening results.

FUNDRAISING HISTORY + HIGHLIGHTS

Since 2011, The Power of Pink has raised more than \$1,100,000 with a record \$181,000 in 2019.

2021



Karen Leder officially hands the baton to Angela Warner, Breast Care for Washington President & CEO.

2018



Breast Care for Washington (BCW) recognized The Power of Pink as one of their largest supporters with our logo on their mobile mammography unit.

2016



BCW dedicated their mammography suite to The Power of Pink and its committee members who are breast cancer survivors.

## Sponsor The Power Of Pink 11<sup>th</sup> Annual Event



### ELITE ATHLETE / \$7,500

- Registration for 12 guests to attend the event
- Recognition in marketing materials
- Hyperlink to corporate website
- Mentioned in all public relations items



### SPIRITED ATHLETE / \$2,500

- Registration for four guests to attend the event
- Recognition in marketing materials



### COLLEGIATE ATHLETE / \$5,000

- Registration for eight guests to attend the event
- Recognition in marketing materials
- Hyperlink to corporate website



### WEEKEND WARRIOR / \$1,000

- Registration for two guests to attend the event
- Recognition in marketing materials

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**EVENT CO-CHAIRS**

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Barbara Steakley, Breast Care for Washington Board Member

Susie Jackson, Former BCW VP for Development, Volunteer

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**COMMITTEE MEMBERS**

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Karen Leder, The Power of Pink Founder, Chair Emeritus

Karen Sealander, Breast Care for Washington Board Chair

Angela Warner, Breast Care for Washington President/CEO, ex officio

Mary Pat Alcus

Ami Aronson

Abbey Ayanian

Tomica L. Carter

Cathy Certner

Nancy Colleton

Elizabeth Crocker

Julie Crotty

Jacquelyn Dunmore-Griffith, MD

Felicia Faragasso

Debbie Friedlander

Shelly Galli

Eleanor Gollob

Charlotte Gray

Johnna Green

Janice Hansan

Kate Heald

Raymia Henderson

Jill Beam Kougl

Claire Leheny

Diane Lewis

Paige McKenzie

Judi Morris

Alexi New

Lisa Beam O'Brien

Julie Mendel Reinhard

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CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

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PLEASE MAKE CHECKS PAYABLE TO: **BREAST CARE FOR WASHINGTON** OR YOU CAN SIGN UP AS A SPONSOR OR MAKE A DONATION ONLINE THROUGH [THIS LINK](#). SEE THE “SPONSOR OUR EVENT” OR “DONATE” BUTTON

FOR MORE INFORMATION, VISIT THE [BREAST CARE FOR WASHINGTON WEBSITE](#) AND [THE POWER OF PINK EVENT PAGE](#)

MAIL COMPLETED FORM TO: Barbara Steakley, The Power of Pink, 9110 Old Mt. Vernon Rd., Alexandria, VA 22309

OR EMAIL FORM TO: [BSteakley@breastcaredc.org](mailto:BSteakley@breastcaredc.org)



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**POWER** **OF PINK**

*17<sup>th</sup> Annual Event*

**FOR MORE INFORMATION**

**Barbara Steakley**

Event Co-Chair

571-215-1897 (texts welcomed)

[Bsteakley@breastcaredc.org](mailto:Bsteakley@breastcaredc.org)